

Field Hockey Canada – Communication Statistics

April 1, 2014 – March 31, 2015



WEBSITE (fieldhockey.ca)

- 213 news articles – **65% increase over previous period**
- 87,115 users – **246% increase over previous period**
 - 7,259 users/month
 - 241 users/day
- 186,339 sessions – **259% increase over previous period**
 - 79,575 sessions (42%) were viewed on mobile devices
 - 75% of those were iOS
 - 73% from Canada, 7.5% from USA, 4% U.K., 2.75% Australia
- 486,190 page views – **266% increase over previous period**
- 44.5% of audience were first time visitors – **1.84% increase over previous period**

FACEBOOK (facebook.com/FHCanada)

Likes – the number of people who have chosen to actively follow our page

- April 1, 2014 – 4,338
- March 31, 2015 – 4,837
 - **11.5% increase since Apr.1/14 (365 days)**
- Today – 5,511
 - **27% increase since Apr.1/14 (479 days)**
 - **14% increase since Mar.31/15 (114 days)**

Reach – the number of people who see a post

- 340 total posts
- 659,603 total reach
- 1,940 average reach per post
- TOP POST – 10,608: Canada (women) wins World League 2 semifinal in shoot to earn spot in Olympic qualifier

TWITTER (@fieldhockeycan)

- Approx. 810 new followers – **21% increase over a year prior**

YOUTUBE (youtube.com/fieldhockeycanada)

- 33 videos published – **312% increase over previous period (8 videos)**
- 25,143 views – **172% increase over previous period**
- 55,730 minutes watched – **414% increase over previous period**
- 150 new subscribers – **41% of total subscribers to-date (364)**
- TOP 5 VIDEOS: #FHC365 episodes 1-5, in order – Approx. 10,000 views total

E-MAIL NEWSLETTER

- 61 e-mails sent
 - 5 e-mails/month
 - 1+ e-mail/week
- Average of 8741 recipients per email
- Average of 3011 opens per email
- Average of 34% open rate
- Average per industry:
 - Health and Wellness – 23.29%
 - Sports 26.18%
 - Non-profit – 25.63%